

# 2024 Governor's Award for Historic Preservation



## East Ludington Avenue

### Awardee: Raymond Madsen

#### *For his championship of the East Ludington Avenue Historic District project*

East Ludington Avenue has served as the gateway into Ludington since before the era of the automobile. In the late 1800s, it was home to ship captains and lumbering families who built impressive Queen Anne and Classical Revival mansions. In the 20th century, the street became part of highway US-10, welcoming visitors heading toward Lake Michigan or to the nearby carferries to Wisconsin. After World War II, small motorlodges and tourist cabins infilled between some of the grand older homes. Today it is a mix of residential and bed-and-breakfast properties.

Ludington native Raymond Madsen returned to the city of his youth after he retired and wanted to do something good for his hometown. He discovered that despite the celebrated architecture, East Ludington Avenue was not a National Register Historic District. Ray

engaged with the community, offering a feedback survey and hosting several public meetings, inviting preservation experts to meet with homeowners to address their concerns and discuss the benefits of designation. With support from homeowners and the city government, the district was surveyed and a National Register nomination quickly followed, highlighting the local architecture and tourism industry.

The National Register effort led to the creation of a new walking tour of the district. Homeowners in the district now have access to preservation tools, including the State Historic Tax Credit program. Ray's energy changed the conversation about preservation in Ludington, culminating in community enthusiasm ahead of celebrating the city's sesquicentennial in 2023.

